



Permit #F00039191

FilmL.A., Inc.  
1201 W. 5th Street, Suite T-800  
Los Angeles, CA 90017  
t: (213)977-8600 - f: (213)977-8601  
www.filmla.com

## Summary Information

**Permit No:** F00039191

**Type of Permit:** FILMING

**Release Date:** 04/15/2011

**Production Company** SUPPLY & DEMAND

**Producer** ARI HAKIM

**Insured Company Name** SUPPLY & DEMAND

**Director** ROBERT LONGEVALL

Contact Phone No. 1 310-956-3500

**1st AD** TBD TBD

Contact Phone No. 2

**Production Manager** TBD TBD

Fax

Address 145 HUDSON ST  
NEW YORK, New York 10013

**FilmL.A. Coordinator** Yulizza Ramirez

**Production Title** ENERGY CONSERVATION PSA

**Location Manager** RICHARD LATAREWICZ

**Type of Production** Commercial - PSA

Primary Phone Mobile - 310-466-0485  
Secondary Phone

**Location Assistant** tbd tbd

Primary Phone Office - 310-956-3500  
Secondary Phone

## Fees

FILMLA MODIFIED PERMIT APPLICATION FEE \$50.00

**Total Permit Fee** \$50.00

**Number of Locations** 1



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**Summary Information****Location****Location 1 of 1****Page 1 of 1**

|                           |                         |                         |                       |
|---------------------------|-------------------------|-------------------------|-----------------------|
| <b>Permit Number</b>      | F00039191               | <b>Location Manager</b> | RICHARD LATAREWICZ    |
| <b>Production Company</b> | SUPPLY & DEMAND         | <b>Primary Phone</b>    | Mobile - 310-466-0485 |
| <b>Insured Company</b>    | SUPPLY & DEMAND         | <b>Secondary Phone</b>  |                       |
| <b>Production Title</b>   | ENERGY CONSERVATION PSA |                         |                       |

**Location Address** 16752 Vasquez Canyon Rd, Canyon Country, CA, 91351

**Location Type** Ranch

**Film Dates** 4/18/2011 - 4/18/2011 07:00 - 22:00 1 day

**Open or Closed to the Public** Closed

**Generic Conditions** All vehicles must be parked on private property  
Must Maintain 5' Clearance on Sidewalks/Walkways  
Must maintain local/emergency access  
No Cast and Crew parking on areas streets.  
No interference with vehicular or pedestrian traffic

**Please see attached documents** IRS 501c3 Acceptance 1991 Ad Council.pdf  
letter.pdf  
SUPPLY&DEMAND.pdf

| <b>Equipment on Location</b> | <b>Type</b>          | <b>Quantity</b> | <b>Personnel on Location</b> | <b>Type</b>   | <b>Quantity</b> |
|------------------------------|----------------------|-----------------|------------------------------|---------------|-----------------|
|                              | 4000 gal water truck | 1               |                              | Cast          | 2               |
|                              | 5 or 10 ton trucks   | 2               |                              | Crew          | 45              |
|                              | Cube Trucks          | 1               |                              | LA County FSA | 1               |
|                              | Generator            | 1               |                              | assigned      |                 |
|                              | Motor Homes          | 1               |                              |               |                 |
|                              | Vans                 | 2               |                              |               |                 |

**Filming Activities** Equipment on property; Exterior Dialogue;

**Jurisdiction** **Political:** Los Angeles County - Supervisor District 5  
**Police:** Los Angeles County Sheriff  
**Fire:** Los Angeles County

**Thomas Guide** **Page:** 4462

**Grid:** C3

**Coordinator Note** LA COUNTY FIRE # 11-958-132, FSA AND 4,000 GALLON WATER TRUCK REQUIRED.

**Parking** **Base Camp**  
Location Type : Filming Location

**Crew Parking**  
Location Type : Filming Location

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## Internal Revenue Service

Department of the Treasury

P.O. Box 1680, GPO Brooklyn, NY 11202

District  
Director

Date: MAR 20 1991

▷

Advertising Council Inc  
825 3rd Avenue  
New York, NY 10022-7519

Person to Contact: M. Tolentino

Contact Telephone Number:

1(718) 780-6619

Re: 13-0417693

Dear Sir or Madam:

Reference is made to your request for verification of the tax exempt status of **Advertising Council Inc**

A determination or ruling letter issued to an organization granting exemption under the Internal Revenue Code of 1954 or under a prior or subsequent Revenue Act remains in effect until exempt status has been terminated, revoked or modified.

Our records indicate that exemption was granted as shown below.

Sincerely yours,

  
William P. Marshall  
District Disclosure Officer

Name of Organization: Advertising Council Inc

Date of exemption Letter: February, 1942

Exemption granted pursuant to 1954 Code section 501(c) (3) or its predecessor Code Section.

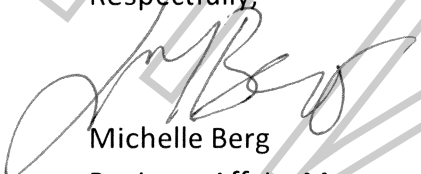
Foundation Classification (If Applicable): Not a private foundation as you are an organization described in section 509(a)(2) of the Internal Revenue Code.

April 15, 2011

To Whom It May Concern:

GSD&M Idea City, LLC. has hired Supply & Demand to work with our client Ad Council on projects "Cliff" and "Oven," which are scheduled to shoot week of 4/18.

Respectfully,

A handwritten signature in black ink, appearing to read "Michelle Berg", is written over the typed name and title.

Michelle Berg  
Business Affairs Manager  
GSD&M Idea City LLC.  
828 West 6<sup>th</sup> St.  
Austin, TX 78703  
512.242.4661  
[michelle.berg@gsdm.com](mailto:michelle.berg@gsdm.com)

**Appointment of Pacific Production Services  
As Authorized Agent and Representative**

I certify that I am a representative of Supply & Demand ("Principal") and am authorized to enter into binding contractual agreements on its behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Pacific Production Services and its employees and agents ("PPS") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through FilmLA, Inc. for any city, county or through any other jurisdictions where FilmLA, Inc. operates, to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit); and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by any employee or agent of (including any coordinator, runner or messenger used by) PPS. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints PPS as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including FilmLA, Inc. and any city, county or other jurisdictions where FilmLA, Inc. operates) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for your purposes. The appointment may be revoked by Principal at any time in writing delivered to FilmLA, Inc., but in any case shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint PPS as agent for Principal, and based upon that authority I hereby appoint PPS as Principal's agent as set forth herein.

Date: 4/10/11

[Signature]

Representative's Signature

Richard L. Lattimore

Representative's Name (Please Print)

Location Manager

Representative's Title (Please Print)

Supply & Demand  
Name of Principal (i.e. company name)  
(Please Print)

145 Hudson St.  
NY NY 10013

Principal's Mailing Address (Please Print)

310-956-3500

Principal's Phone Number (Please Print)

Pacific Production Services  
Eric Nichols, President  
6513 Hollywood Blvd, Suite 214  
Hollywood, CA. 90028  
Ph. 323-465-9179 Fx. 323-465-9869